



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/FI Vote No On 6 Committee (16832)
Media Strategies & Research (3796)
BEALE, RACHEAL
Cole, Brian (1232)
ph: (407) 841-9000

Invoice 652574
Inv Date 11/25/2012
Terms Net 30
Contract 332704
Bill Type Standard
Period 10/29/2012 - 11/25/2012

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

AgM

Product Political - Issue (1068)
Brand FL VOTE NO ON 6 COM/ET#12103 (137826)
Acct Types Local/Political
Est/Headline 12103/
Demo
Revision
Comments EST# 12103

CO-OP/Order Type No/Normal
Package
Gen. Date 11/27/2012 1:42:33PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1, W-1, F-1	10/29/12 7:25AM (Mo)	00:30	FL6101H	\$2800.00	
1.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1, W-1, F-1	10/31/12 7:55AM (We)	00:30	FL6101H	\$2800.00	
1.0	Spot	7:00:00AM- 9:00:00AM	Day, M-1, W-1, F-1	11/02/12 8:41AM (Fr)	00:30	FL6101H	\$2800.00	
2.0	Spot	11:00:00AM-12:00:00PM	Day, M-1	10/29/12 11:31AM (Mo)	00:30	FL6101H	\$1600.00	
3.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1	11/05/12 12:49PM (Mo)	00:30	FL6101H	\$1300.00	
4.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/29/12 4:11PM (Mo)	00:30	FL6101H	\$1300.00	
4.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/30/12 4:28PM (Tu)	00:30	FL6101H	\$1300.00	
4.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/31/12 4:40PM (We)	00:30	FL6101H	\$1300.00	
4.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/01/12 4:18PM (Th)	00:30	FL6101H	\$1300.00	
4.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/02/12 4:39PM (Fr)	00:30	FL6101H	\$1300.00	
5.0	Spot	4:00:00PM- 5:00:00PM	Per week (1), Mo	11/05/12 4:09PM (Mo)	00:30	FL6101H	\$1300.00	
6.0	Spot	6:00:00PM- 6:30:00PM	Per week (1), Mo	11/05/12 6:00PM (Mo)	00:30	FL6101H	\$4000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$23,100.00
Commission	(\$3,465.00)
Net Total	\$19,635.00

Total Spots 12

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.